

Humanizing Big Data Marketing At The Meeting Of Data Social Science And Consumer Insight

Business Models for Transforming Customer Relationships What if there were a way to turn occasional, sporadic transactions with customers into long-term, continuous relationships--while simultaneously driving dramatic improvements in operational efficiency? What if you could break your existing trade-offs between superior customer experience and low cost? This is the promise of a connected strategy. New forms of connectivity--involving frequent, low-friction, customized interactions--mean that companies can now anticipate customer needs as they arise, or even before. Simultaneously, enabled by these technologies, companies can create new business models that deliver more value to customers. Connected strategies are win-win: Customers get a dramatically improved experience, while companies boost operational efficiency. In this book, strategy and operations experts Nicolaj Siggelkow and Christian Terwiesch reveal the emergence of connected strategies as a new source of competitive advantage. With in-depth examples from companies operating in industries such as healthcare, financial services, mobility, retail, entertainment, nonprofit, and education, Connected Strategy identifies the four pathways--respond-to-desire, curated offering, coach behavior, and automatic execution--for turning episodic interactions into continuous relationships. The authors show how each pathway creates a competitive advantage, then guide you through the critical decisions for creating and implementing your own connected strategies. Whether you're trying to revitalize strategy in an established company or disrupt an industry as a startup, this book will help you: Reshape your connections with your customers Find new ways to connect with existing suppliers while also activating new sources of capacity Create the right revenue model Make the best technology choices to support your strategy Integrating rich examples, how-to advice, and practical tools in the form of "workshop chapters" throughout, this book is the ultimate resource for creating competitive advantage through connected relationships with your customers and redefined connections in your industry.

As with other parts of business, technology is having a profound effect on the world of work and management of human resources. Technology is a key enabler for faster, cheaper and better delivery of HR services and in some cases can have a transformational as well as unintended negative effect. Designed for the digital era, e-HRM is one of the first textbooks on these developments. It incorporates the most current and important HR technology related topics in four distinct parts under one umbrella, written by leading scholars and practitioners drawn from across the world. All the chapters have a uniform structure and pay equal attention to theory and practice with an applied focus. Learning resources of the book include chapter-wide learning objectives, case studies, debates on related burning issues, and the companion website includes lecture slides and a question bank.

Social networks are the new norm and traditional marketing is falling in today's digital, always-on culture. Businesses across the world are having to face up to how they remain relevant in the choppy waters of the digital ocean. In an era where a YouTube star gets more daily impressions than Nike, Coca-Cola and Walmart combined, traditional marketing as we know it is dead. The End of Marketing revolutionizes the way brands, agencies and marketers should approach marketing. From how Donald Trump won the American presidency using social media and why Kim Kardashian is one of the world's biggest online brands, through to the impact of bots and automation, this book will teach you about new features and emerging platforms that will engage customers and employees. Discover bold content ideas, hear from some of the world's largest brands and content creators and find out how to build smarter paid-strategies, guaranteed to help you dominate your markets. The End of Marketing explains that no matter how easy it is to reach potential customers, the key relationship between brand and consumer still needs the human touch. Learn how to put 'social' back into social media and claim brand relevancy in a world where algorithms dominate, organic reach is dwindling and consumers don't want to be sold to, they want to be engaged.

Industry 4.0 and Global Businesses: A Multidisciplinary Investigation provides a multidisciplinary perspective on the transformative effects of Industry 4.0 by aggregating original theoretical, conceptual, and empirical research.

Marketing in 2021

Reconciling Science with Art to Deliver Real-Life Strategies, from International Brands to Craft

Brand Innovation

BIG DATA UNTUK ILMU SOSIAL

Beyond Advertising

Berechenbarkeit der Welt?

The importance of business intelligence for affiliate marketing in the travel industry

Restoring the Soul of Business

Unlock the value in online marketing A well-executed digital marketing plan is a proven component of success in business, and **Digital Marketing All-In-One For Dummies** covers everything you need to build and implement a winning plan. Whether you're a novice in the online space or an expert marketer looking to improve your digital ROI, this book has easy-to-absorb tips and insights that will turn online prospects into loyal customers. This book compresses the essential information on 8 topics, so you have all the information you need and none of what you don't. You'll learn social media marketing, marketing to millennials, account-based marketing, influencer marketing, content marketing strategies, and more! Use targeted, measurable marketing strategies to promote brands and products Increase brand awareness, customer acquisitions, and audience engagement Measure what your online traffic is worth and improve ROI on digital marketing Develop a solid digital marketing plan and put it to work for your brand From SEO and SEM to brand awareness and why you need it, **Digital Marketing All-In-One For Dummies** will help you level up your digital marketing game and avoid the common mistakes that might be holding your business back.

This book illustrates key sustainability issues in global textile and fashion value chains, by examining individual types of fibers either at a single step in or along the entire value chain. It approaches sustainability-related issues in the textile and fashion value chain from an interdisciplinary and holistic viewpoint, with each contribution linking questions on the textile and fashion value chain to various drivers, indicators and concepts of sustainability. Each chapter represents a single step in the textile and fashion value chain, exploring and considering a wide range of interwoven and interdependent technological, environmental, social, political and economic aspects. Various fibers, textile engineering and chemical treatment steps, as well as innovative business concepts and regulatory frameworks across the entire textile and fashion value chain are identified, analyzed, discussed and critically evaluated. The book provides a systematic overview of the potential and challenges of sustainable textile and fashion value chains, making it of interest to practitioners and scientists in sustainability science, environmental economics, and business, management and innovation. Further, it offers a valuable source of information for industrial and mechanical engineering researchers, and for students in the areas of textile engineering, fashion, or the apparel and clothing industry.

Doing data science is difficult. Projects are typically very dynamic with requirements that change as data understanding grows. The data itself arrives piecemeal, is added to, replaced, contains undiscovered flaws and comes from a variety of sources. Teams also have mixed skill sets and tooling is often limited. Despite these disruptions, a data science team must get off the ground fast and begin demonstrating value with traceable, tested work products. This is when you need **Guerrilla Analytics**. In this book, you will learn about: The **Guerrilla Analytics Principles**: simple rules of thumb for maintaining data provenance across the entire analytics life cycle from data extraction, through analysis to reporting. **Reproducible, traceable analytics**: how to design and implement work products that are reproducible, testable and stand up to external scrutiny.

Practice tips and war stories: 90 practice tips and 16 war stories based on real-world project challenges encountered in consulting, pre-sales and research. **Preparing for battle**: how to set up your team's analytics environment in terms of tooling, skill sets, workflows and conventions.

Data gymnastics: over a dozen analytics patterns that your team will encounter again and again in projects **The Guerrilla Analytics Principles**: simple rules of thumb for maintaining data provenance across the entire analytics life cycle from data extraction, through analysis to reporting

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Data gymnastics: over a dozen analytics patterns that your team will encounter again and again in projects

Engaged employees are assets to every company because they are not only more productive but are also open to new ideas and technologies that often lead to significant business outcomes. **Businesses need to establish credible antecedents to employee engagement based on their own culture and needs to develop a pool of highly engaged employees.** **Management Techniques for Employee Engagement in Contemporary Organizations** provides theoretical frameworks and the latest empirical research findings on management strategies for the promotion, adoption, and implementation of work engagement policies. The content within this publication examines gamification, employee engagement, and management techniques and is designed for academicians, managers, business professionals, human resources officers, policymakers, and researchers.

Eating the Big Fish

AI Strategy for Sales and Marketing

Mapping Legal Innovation

Staying Human in the Age of Data

A Roadmap for Usage and Exploitation of Big Data in Europe

Research Anthology on Human Resource Practices for the Modern Workforce

Data-driven travel marketing

Tecnologias, Aplicações e Carreiras

Marketing and sales prioritize AI and machine learning more than any other business department, yet often struggle with how to scale and strategize the opportunities they present. AI Strategy for Sales and Marketing presents a framework for understanding how AI can boost customer-centricity and sales by creating a connected strategy that delivers value today and into the future. Supporter personalization, upskilling, customer experience for both on and offline shopping channels and the importance of using AI responsibly to create consumer trust. Featuring original research and interviews with leading practitioners, it also contains global case studies from organizations in a range of sectors, including Samsung, PwC, Rolls Royce, Deloitte and Hilton, with insights into the various strategies an industry expert, it is an invaluable resource for those wanting to benefit from using AI strategically in marketing, sales and CX.

In an age where customer opinion and feedback can have an immediate, major effect upon the success of a business or organization, marketers must have the ability to analyze unstructured data in everything from social media and internet reviews to customer surveys and phone logs. Practical Text Analytics is an essential daily reference resource, providing real-world guidance on the effective use of data so that it is immediately understood by the marketing professionals who must use it, so they can apply proven concepts and methods correctly and with confidence. By decoding industry terminology and demonstrating practical application of data models once reserved for experts, Practical Text Analytics shows marketers how to frame the right questions, identify key themes and find hidden meanings. New marketing strategies to elevate customer experience, solidify brand value and elevate reputation. Online resources include self-test questions, chapter review Q&A and an Instructor's Manual with text sources and instructions.

There's a new truth in B2B marketing: if you want to move products, you need to move minds. Most companies suffer from a delusion, and it's this: that buyers always make decisions in a rational, logical, and economic way. The result is a slew of features-driven B2B marketing that few people really care about. In recent years B2B customers have evolved. The don't just want to buy from business. B2B companies realize this. They continue with the same product-centric marketing that increases revenue by a percentage point here and there. It seems safe but it's dangerously short-sighted, because it doesn't deliver the transformational and long-term growth that makes businesses category leaders. It's even more important to address this issue at such a critical and delicate moment in the history of business. Exponential, rather than an incremental, effect on brand, marketing and sales, and to implement them they need the new super-skills this book teaches. This involves establishing a core purpose, shifting the focus from products to people, from features to feelings and from messaging to storytelling, acknowledging that neuro science has proved that people buy on emotion and justify with fact. It's not just about what's prevalent right now, one that we call 'Humanizing B2B'.

This timely and incisive Handbook provides critical contemporary insights into the theory and practice of entrepreneurship and marketing in the twenty-first century. Bringing together rich and varied contributions from prominent international researchers, it offers a reflective synthesis of scholarship at the interface between marketing and entrepreneurship. Building Continuous Customer Relationships for Competitive Advantage

Humanizing B2B

e-HRM

What Growth Hackers, Data Punks, and Other Hybrid Thinkers Can Teach Us About Navigating the New Normal

The new truth in marketing that will transform your brand and your sales

Big Data for Executives and Market Professionals - Second Edition

How Companies Conquer Complexity and Confound Competitors

Winning in a World Transformed by Social Technologies

Physical and behavioral biometric technologies such as fingerprinting, facial recognition, voice identification, etc. have enhanced the level of security substantially in recent years. Governments and corporates have employed these technologies to achieve better customer satisfaction. However, biometrics faces major challenges in reducing criminal, terrorist activities and electronic frauds, especially in choosing appropriate decision-making algorithms. To face this challenge, new developments have been made, that amalgamate biometrics with artificial intelligence (AI) in decision-making modeling. Advanced software algorithms of AI, processing information offered by biometric technology, achieve better results. This has led to growth in the biometrics technology industry, and is set to increase the security and internal control operations manifold. This book provides an overview of the existing biometric technologies, decision-making algorithms and the growth opportunity in biometrics. The book proposes a throughput model, which draws on computer science, economics and psychology to model perceptual, informational sources, judgmental processes and decision choice algorithms. It reviews how biometrics might be applied to reduce risks to individuals and organizations, especially when dealing with digital-based media.

A dynamic business environment, various digital marketing tools and the power of data are main challenges travel companies have to face. Up-to-dateness and flexibility are crucial for increasing competitiveness and surviving in the jungle of travel firms. But how can these challenges be managed? With a holistic view, business intelligence enhances data-driven decision-making, addresses challenges and brings firms to the next level. By combining data technologies with affiliate marketing, this book develops a data-driven concept for enhanced decision-making in affiliate travel marketing.

Wie schaffen es Marken, auch in Zukunft relevant zu sein? Wer sind die Käufer von morgen, und was wollen sie? Wie verändern sich Märkte und deren Regeln? Welche Weichen müssen Unternehmen jetzt stellen? Das Buch hinterfragt grundlegende Paradigmen der Markenführung und beleuchtet erkennbare Entwicklungen. Im Mittelpunkt stehen zentrale Schlüsselbegriffe, wie: Agilität Automatisierung Content Daten E-Commerce Moralisierung Prototyping Purpose Regionalität Relevanz Targeting Value Vertrauen Voice Von ihnen ausgehend werden Ideen und Modelle für die Markenführung entwickelt und konkrete Ansatzpunkte für die Markenarbeit der Zukunft aufgezeigt.

Hi! Welcome to the book "Big Data for Executives and Market Professionals - Second Edition" Big Data is a technology "Moonshot," those that arise and change people's lives and their professional careers. This eBook is organized to summarize Big Data, Data Science, Analytics and Machine Learning, structuring knowledge, less technical, for a better understanding and rapid learning, demystifying and guiding Executives and Market Professionals on how to use Big Data on their favor, for greater professional success. It is the first stage to become interested in Big Data. Check the learning summary you take on this journey. - Introduction to Big Data and Data Science. Main Technologies applied to Big Data. Cloud technologies, systems, hardware, and software. - Hadoop Ecosystem and its importance to Big Data. The parallel programming paradigm of MapReduce to solve problems in Big Data. Data Lake, Data Warehouse, and ETL processes for Big Data. - Analytics Science and its derivations for Predictive and Big Data. Analytics Tools and their Big Data applications. Machine Learning (ML) and its relationship with Big Data. ML Applications for Big Data. Data Visualization introduction. - Professional careers in Big Data. Companies that created Big Data and adopted the technology. Big Data applications for social networks and the Internet of things. - Privacy and Governance in Big Data. Big Data and Data Science Influencers. How to be a Data Scientist. - Big Data for Executives. Big Data for Market Professionals. Big Data summary and general conclusions. Its implications for business and professional life. What goes on in this Second Edition? In this eBook Second Edition, we looked at the content and revised the texts for readability. The eBook includes more information to refresh the content. The new sections included are: Chapter 3 - Section 2 - Data is Files Chapter 7 - Section 5 - Success Case - Tesla Chapter 8 - Section 2 - GDPR and LGPD Privacy Chapter 10 - Section 6 - Edge Computing Chapter 10 - Section 7 - Digital Transformation Chapter 11 - Section 10 - The Spark Importance Chapter 16 - Section 7 - Big Data + Data Science + ML Chapter 18 - Section 4 - Analytics Translator Chapter 18 - Section 5 - Is it worth going for a new career?

Practical Text Analytics

Engaging Students in the Research Process

The SAGE Handbook of Digital Marketing

How Challenger Brands Can Compete Against Brand Leaders

Humanizing Big Data

A Practical Approach to Working with Data

Handbook of Entrepreneurship and Marketing

The End of Marketing

Human resource departments have been a crucial part of business practices for decades and particularly in modern times as professionals deal with multigenerational workers, diversity initiatives, and global health and economic crises. There is a necessity for human resource departments to change as well to adapt to new societal perspectives, technology, and business practices. It is important for human resource managers to keep up to date with all emerging human resource practices in order to support successful and productive organizations. The Research Anthology on Human Resource Practices for the Modern Workforce presents a dynamic and diverse collection of global practices for human resource departments. This anthology discusses the emerging practices as well as modern technologies and initiatives that affect the way human resources must be conducted. Covering topics such as machine learning, organizational culture, and social entrepreneurship, this book is an excellent resource for human resource employees, managers, CEOs, employees, business students and professors, researchers, and academicians.

In this book readers will find technological discussions on the existing and emerging technologies across the different stages of the big data value chain. They will learn about legal aspects of big data, the social impact, and about education needs and requirements. And they will discover the business perspective and how big data technology can be exploited to deliver value within different sectors of the economy. The book is structured in four parts: Part I "The Big Data Opportunity" explores the value potential of big data with a particular focus on the European context. It also describes the legal, business and social dimensions that need to be addressed, and briefly introduces the European Commission's BIG project. Part II "The Big Data Value Chain" details the complete big data lifecycle from a technical point of view, ranging from data acquisition, analysis, curation and storage, to data usage and exploitation. Next, Part III "Usage and Exploitation of Big Data" illustrates the value creation possibilities of big data applications in various sectors, including industry, healthcare, finance, energy,

media and public services. Finally, Part IV “A Roadmap for Big Data Research” identifies and prioritizes the cross-sectorial requirements for big data research, and outlines the most urgent and challenging technological, economic, political and societal issues for big data in Europe. This compendium summarizes more than two years of work performed by a leading group of major European research centers and industries in the context of the BIG project. It brings together research findings, forecasts and estimates related to this challenging technological context that is becoming the major axis of the new digitally transformed business environment.

Der Sammelband untersucht Entwicklungen in der Wissenschaft, die in den letzten Jahren durch moderne Informationstechnologien und die zunehmende Verfügbarkeit von Daten angestoßen wurden. Aufgrund dieser neuen Ansätze werden eine Reihe von Phänomenen zum Beispiel aus den Sozial- oder den Lebenswissenschaften berechenbar, die zuvor als zu komplex für eine wissenschaftliche Analyse galten. Der Band versammelt Texte aus einer Vielzahl unterschiedlicher Perspektiven, von der Physik über die Sozial- und Kulturwissenschaften bis hin zur Informatik. Neben Beiträgen, die die aktuellen Entwicklungen direkt thematisieren, untersuchen andere Aufsätze zentrale Begriffe in unmittelbarem Zusammenhang wie Komplexität oder Information.

In recent years, the environment in which advertising operates has changed. As a result, company leaders are under rising pressure to increase turnover and profits ahead of the industry average while fighting for new consumers. Unfortunately, marketing, as an organizational function, has been downgraded from a strategic role to a marginalized tactical and sales support department. In a comprehensive guide that addresses these current challenges, seasoned marketing executive Corneliu Vilsan leads advertising professionals through a practical set of principles, tools, and case studies to help the marketing function recapture its strategic importance by returning to the basics to create results that can be measured, analyzed, and replicated. While closing the gap between theory and reality and reconciling rational thoughts with creative ones, Vilsan introduces the phronesis methodology to challenge assumptions and encourage the creation of business or case studies to advance marketing excellence. Included are training insights and a marketing effectiveness test that lay the groundwork so an organization can survive and thrive within today’s complex environments. Phronesis Marketing shares wisdom, principles, and tools that guide company leaders through a comprehensive roadmap to improve the strategic position of marketing within their organizations.

Consumer Behaviour and Analytics

Guerrilla Analytics

Creating Value Through All Customer Touchpoints

Drivers, Concepts, Theories and Solutions

Humanizing Your Brand in the Age of Social Media and AI

Impulse für das Markenmanagement von morgen

Humanizing Your Brand in the Age of Social Media and AI

Impulse für das Markenmanagement von morgen

Some Major Algorithms

The legal sector is being hit by profound economic and technological changes (digitalization, open data, blockchain, artificial intelligence ...) forcing law firms and legal departments to become ever more creative in order to demonstrate their added value. To help lawyers meet this challenge, this book draws on the perspectives of lawyers and creative specialists to analyze the concept and life cycle of legal innovations, techniques and services, whether related to legislation, legal engineering, legal services, or legal strategies, as well as the role of law as a source of creativity and interdisciplinary collaboration. With 16 contributions by Daniel Martin Katz, Illinois Tech Chicago Kent College of Law Todd Lubart and Branden Thornhill-Miller, Paris Descartes University Christophe Collard, EDHEC Business School, Paris, and Mark Raison, Yellow Ideas and Solvay Brussels School of Economics & Management Florian Imbert and Caroline Martin-Forissier, Legal Design Assas, Paris Veronique Chapuis-Thuault, Legal & BI Consultant, General Counsel, Paris Michael Abramowicz, George Washington University, Washington DC, and John F. Duffy, University of Virginia Nabyla Daidj, University Paris-Saclay, Evry University, and Telecom Ecole de Management Thomas D. Barton, California Western School of Law, Helena Haapio, University of Vaasa and Lexpert Ltd, Helsinki, James G. Hazard, CommonAccord.org, Berkeley, and Stefania Passera, University of Vaasa and Passera Design, Espoo Joseph M. Green, Gunderson Dettmer, New York, NY Alice Belcher, University of Dundee Olivier Beddeleem, EDHEC Business School, Paris Ivan Tchotourian, Laval University Ross D. Petty, Babson College Martina Eckardt and Stefan Okruch, Andrassy University Budapest Kaisa Sorsa, Turku University of Applied Sciences, and Tarja Salmi-Tolonen, University of Turku Stephanie Dangel, University of Pittsburgh, Margaret Hagan, Stanford University, and James Bryan Williams, University of Toronto and Google Inc.

Description of the phenomenon groundswell, a social trend in which people use technologies to get things they need from each other instead of from companies, and how to turn the force of customers connecting to the advantage of companies.

BIG DATA ANALYTICS FOR INTERNET OF THINGS Discover the latest developments in IoT Big Data with a new resource from established and emerging leaders in the field Big Data Analytics for Internet of Things delivers a comprehensive overview of all aspects of big data analytics in Internet of Things (IoT) systems. The book includes discussions of the enabling technologies of IoT data analytics, types of IoT data analytics, challenges in IoT data analytics, demand for IoT data analytics, computing platforms, analytical tools, privacy, and security. The distinguished editors have included resources that address key techniques in the analysis of IoT data. The book demonstrates how to select the appropriate techniques to unearth valuable insights from IoT data and offers novel designs for IoT systems. With an abiding focus on practical strategies with concrete applications for data analysts and IoT professionals, Big Data Analytics for Internet of Things also offers readers: A thorough introduction to the Internet of Things, including IoT architectures, enabling technologies, and applications An exploration of the intersection between the Internet of Things and Big Data, including IoT as a source of Big Data, the unique characteristics of IoT data, etc. A discussion of the IoT data analytics, including the data analytical requirements of IoT data and the types of IoT analytics, including predictive, descriptive, and prescriptive analytics A treatment of machine learning techniques for IoT data analytics Perfect for professionals, industry practitioners, and researchers engaged in big data analytics related to IoT systems, Big Data Analytics for Internet of Things will also earn a place in the libraries of IoT designers and manufacturers interested in facilitating the efficient implementation of data analytics strategies.

Bem-vindo ao livro "Big Data para Executivos - Tecnologias, Aplicações e Carreiras". Big Data é uma tecnologia “Moonshot”, daquelas que surgem e alteram profundamente a vida das pessoas e suas carreiras profissionais. Este eBook está organizado para fornecer uma visão geral sobre Big Data, Data Science e Análise de Dados, estruturando o conhecimento de maneira informativa, menos técnica, para um melhor entendimento e rápido aprendizado, desmistificando e orientando Executivos e Profissionais de Mercado sobre como utilizar Big Data em seu favor visando obter maior sucesso profissional. Este eBook é um primeiro passo para você conhecer e se interessar por Big Data. Avalie o resumo de aprendizado que fará nesta jornada. I - Introdução ao Big Data e Ciência de Dados. Principais Tecnologias aplicadas ao Big Data. Tecnologias de nuvem, sistemas, hardware e software. II - Ecossistema Hadoop e a sua importância para Big Data. O paradigma da programação em paralelo MapReduce para resolver problemas em Big Data. Data Lake, Data Warehouse e os processos de ETL para Big Data. III - A Ciência de Analytics e suas derivações para Predictive e Big Data. As ferramentas de Analytics e suas aplicações em Big Data. Machine Learning (ML) ou Aprendizado de Máquina e a sua relação com Big Data. Aplicações de ML para Big Data. Introdução à Visualização de Dados. IV - Principais carreiras profissionais em Big Data. Empresas que criaram Big Data e utilizam a tecnologia. Aplicações de Big Data nas empresas brasileiras. Aplicações de Big Data para redes sociais e Internet das coisas. Privacidade e Governança em Big Data. V - Influenciadores de Big Data e Data Science. Como se tornar um Data Scientist. Orientações Curriculares e Acadêmicas. VI - Conclusões gerats sobre a Era de Big e suas implicações na vida empresarial e profissional. Novidades nesta segunda Segunda Edição: Nesta edição, além do reposicionamento de conteúdo e revisões dos textos para facilitar a leitura, incluímos novas informações, interessantes ao seu aprendizado. As novas seções incluídas são: - Dados são Arquivos - Caso de Sucesso - Tesla - Privacidade GDPR e LGPD - Edge Computing - Digital Transformation Capítulo 11 - Seção 10 - A importância de Spark Capítulo 16 - Seção 7 - Big Data + Data Science + ML Capítulo 18 - Seção 4 - Analytics Translator Capítulo 18 - Seção 5 - Vale a pena investir?

Big Data Analytics for Internet of Things

ANTARA METODEDE RISET DAN REALITAS SOSIAL

Artificial Intelligence in a Throughput Model

Humanizing the Web

Wicked Strategies

Change and Social Innovation

Creativity and Data Marketing

Phronesis Marketing

Companies across the world, for a variety of reasons, are committing to incorporating social responsibility into their business models and finding that their profits are growing and their long-term sustainability is enhanced—building "humanity" into their business models as the driver of economic, environmental, and social sustainability. This fascinating development is a widely observable global phenomenon. The "Business of Humanity®" (BoH) Proposition is the synthesis of counter-intuitive but simple and powerful ideas about how companies can add value in today’s globalized and fast-changing world. The task of BoH Strategies is to overcome three critical challenges characterizing today’s business environment, namely disruptive technologies, conflicted stakeholders, and unknowable futures. BoH Strategies are designed to convert these challenges into opportunities for enhanced sustainability on all three dimensions—economic, environmental and social. Written by leading experts with decades of experience, this book: Provides a hands-on understanding of how to implement this powerful and rewarding approach to simultaneously add economic value and enhance social benefit Includes the experiences and approaches of highly regarded business executives and successful organizations Responds to the critical challenges created by three environmental mega forces - the inevitability of globalization, the imperative of innovation, and the importance of shared value. This book is based on lessons drawn from the real world and provides a compelling rationale for the power of the BoH Proposition. The pragmatic framework and process offered enable companies to develop and confidently implement value-adding strategies based on the BoH Proposition.

In our hyper-connected world that is changing at warp speed, marketers recognize the need to shift from traditional marketing methods to a new way that can help them better navigate the unpredictable environment. For traditionalists, this change has posed a challenge. Many have tried to incorporate new approaches into the old models they grew up with, only to be frustrated with the results. From the bestselling authors of The Social Employee, and LinkedIn Learning course authors, comes a powerful new textbook that cracks the marketing code in our hyper-focused digital age. The New Marketing, with contributions spanning CMO trailblazers to martech disruptors, behavioral economics luminaries at Yale to leading marketing thinkers at Kellogg and Wharton, is a GPS for navigating in a digital world and moves the craft of marketing through the forces of marketing transformation. We can’t predict the future. But our goal is to help make Masters/MBA students and marketing practitioners future-ready and successful.

Consumer Behaviour and Analytics provides a consumer behaviour textbook for the new marketing reality. In a world of Big Data, machine learning and AI, this key text reviews the issues, research and concepts essential for navigating this new terrain. It demonstrates how we can use data-driven insight and merge this with insight from extant research to inform knowledge-driven decision making. Adopting a practical and managerial lens, while also exploring the rich lineage of academic consumer research, this textbook approaches its subject from a refreshing and original standpoint. It contains numerous accessible examples, scenarios and exhibits and condenses the disparate array of relevant work into a workable, coherent, synthesized and readable whole. Providing an effective tour of the concepts and ideas most relevant in the age of analytics-driven marketing (from data visualization to semiotics), the book concludes with an adaptive structure to inform managerial decision making. Consumer Behaviour and Analytics provides a unique distillation from a vast array of social and behavioural research merged with the knowledge potential of digital insight. It offers an effective and efficient summary for undergraduate, postgraduate or executive courses in consumer behaviour and marketing analytics or a supplementary text for other marketing modules.

Digital marketing changes the dynamics of traditional routes to market, augments conversations and facilitates the measurement of activities by organisations and consumers alike. This Handbook strives to advance the study and understanding of this domain and provides a digital marketing journey that flows from methods and methodologies. It moves from the fundamentals to the different aspects of digital marketing strategy, tactics, metrics and management, and ethics. This Handbook brings together the critical factors in digital marketing as the essential reference set for researchers in this area of continued growth. It is essential reading for postgraduate students, researchers, and practitioners in a range of disciplines exploring digital marketing. Part 1: Foundations of Digital Marketing Part 2: Methodologies and Theories in Digital Marketing Part 3: Channels and Platforms in Digital Marketing Part 4: Tools, Tactics and Techniques in Digital Marketing Part 5: Management and Metrics in Digital Marketing

Marketing Part 6: Ethical Issues in Digital Marketing

Marketing at the Meeting of Data, Social Science and Consumer Insight

Strategic Management in the Era of Globalization, Innovation, and Shared Value

Management Techniques for Employee Engagement in Contemporary Organizations

Interpreting Text and Unstructured Data for Business Intelligence

Disruptive Marketing

The New Marketing

Data Driven Decision Making

A Practical Guide to Data Innovation

Offers a vivid description of the ongoing transformation of the web into something that is widely recognized and that will have an enormous impact on how people work and live their lives in the future. Presents concepts that will help readers understand why the web evolved as it did, what is going on right now, and what will happen next.

In business, some problems are so complex, intractable and threatening to organizations—or entire industries—that they are best described as “wicked.” These problems appear to be unsolvable and they render traditional analytical tools of strategy virtually impotent. Wicked Strategies offers a comprehensive framework for identifying, responding to and profiting from wicked problems. John C. Camillus, drawing on detailed, real-life examples from companies across the globe, has skillfully woven together the analytical techniques, processes and organizational designs that will enable managers to navigate a disruptive marketplace. His feed-forward framework for fashioning wicked strategies empowers firms to presciently transform their business models before they are made obsolete by the competition. Wicked Strategies is a practical and evocative guide that demonstrates how business leaders can profitably capitalize on unknowable futures.

Big data raises more questions than it answers, particularly for those organizations struggling to deal with what has become an overwhelming deluge of data. It can offer marketers more than simple tactical predictive analytics, but organizations need a bigger picture, one that generates some real insight into human behaviour, to drive consumer strategy rather than just better targeting techniques. Humanizing Big Data guides marketing managers, brand managers, strategists and senior executives on how to use big data strategically to redefine customer relationships for better customer engagement and an improved bottom line. Humanizing Big Data provides a detailed understanding of the way to approach and think about the challenges and opportunities of big data, enabling any brand to realize the value of their current and future data assets. First it explores the 'nuts and bolts' of data analytics and the way in which the current big data agenda is in danger of losing credibility by paying insufficient attention to what are often fundamental tenets in any form of analysis. Next it sets out a manifesto for a smart data approach, drawing on an intelligent and big picture view of data analytics that addresses the strategic business challenges that businesses face. Finally it explores the way in which datafication is changing the nature of the relationship between brands and consumers and why this calls for new forms of analytics to support rapidly emerging new business models. After reading this book, any brand should be in a position to make a step change in the value they derive from their data assets.

Buku ini berisi pemanfaatan data raksasa (big data) dalam ilmu sosial dan politik. Big data dalam konteks ini memiliki dua ciri utama yakni skalanya yang raksasa (bukan data kecil atau small data), dan tipe datanya yang sudah terdigitalisasi. Big data telah dianggap sebagai sumberdaya baru yang sangat berharga di era revolusi 4.0 ini. Saking berharganya, di masa depan, big data diproyeksikan sebagai "the new oil", yakni sumber daya baru yang harganya setara dengan minyak bumi. Kebaruan yang ditawarkan big data bagi ilmu sosial politik terkait dua aspek utama yakni sebagai subyek kajian baru, dan sebagai metode penelitian. Sebagai subyek kajian, keberadaan big data, didapat dan dikumpulkan oleh negara pada warganya, dan oleh pelaku bisnis terhadap konsumen/pengguna layanan. Pelaku bisnis mengumpulkan data melalui mekanisme user-generating (dilakukan sendiri oleh pengguna) melalui media sosial, atau melalui data pengguna aplikasi di telepon seluler, dan penggunaan aplikasi tsb secara reguler (dengan data di dalamnya). Pemilihan data raksasa baik oleh negara dan oleh pelaku bisnis, pada akhirnya menghasilkan fenomena sosial politik yakni makin meleburnya apa yang disebut sebagai wilayah privat (individual) dan wilayah publik; dan makin tergerusnya otonomi individual. Negara, atas nama alasan keamanan misalnya, memonitor dan mengawasi perilaku warganya dengan data yang mereka miliki. Pelaku bisnis menggunakan big data, yang disetorkan sendiri oleh para pengguna layanan, untuk menghasilkan algoritma perilaku pengguna layanan secara individual. Sebagai metode penelitian, big data merupakan bagian dari kegiatan penelitian yang terentang dari pengumpulan data sampai dengan analisa hasil penelitian, dalam memahami sebuah fenomena sosial. Data tidak lagi dikumpulkan melalui kegiatan penelitian lapangan secara tradisional, melainkan melalui pengumpulan data secara online. Data bersumber dari percakapan di media sosial (Facebook dan Twitter) dan pemberitaan di media daring. Data digital lain dapat juga digunakan dalam penelitian ilmu sosial seperti data satelit yang memetakan peta fisik sebuah wilayah dengan rentangan waktu yang lama, data cuaca, dll. Penelitian berbasis big data telah mendorong dilakukannya kajian lintas disiplin, antara ilmu sosial sendiri dan disiplin keilmuan terkait data seperti ilmu komputer, statistik, dan ilmu tentang data (data scientist). Buku ini juga berisi aspek praktis, how to,

terkait bagaimana melakukan penelitian berbasis big data. Para penulis yang berasal dari semua disiplin yang ada di Fakultas Ilmu Sosial dan Ilmu Politik, memaparkan bagaimana masing-masing disiplin melakukan penelitian dengan metode big data, dengan sumber data berasal dari percakapan media sosial dan media daring.

Groundswell

New Horizons for a Data-Driven Economy

Digital Marketing All-In-One For Dummies

The Business of Humanity

Trends and Perspectives

Industry 4.0 and Global Businesses

Digital Approaches, Directions & Applications

A Multidisciplinary Investigation

EATING THE BIG FISH : How Challenger Brands Can Compete Against Brand Leaders, Second Edition, Revised and Expanded The second edition of the international bestseller, now revised and updated for 2009, just in time for the business challenges ahead. It contains over 25 new interviews and case histories, two completely new chapters, introduces a new typology of 12 different kinds of Challengers, has extensive updates of the main chapters, a range of new exercises, supplies weblinks to view interviews online and offers supplementary downloadable information.

With 75 percent of screen time being spent on connected devices, digital strategies have moved front and center of most marketing plans. But what if that 's not enough? How often does consumer engagement actually go further than the "like" button? With the average American receiving close to 50 phone notifications a day, do the company messages get read or just tossed aside? The truth is, a sobering reality is beginning to hit marketers: Technology hasn't just reshaped mass media; it's altering behavior as well. Truly getting a message through to customers, and not just in front of their eyes for a split second before being fed to the trash bin, will take some radical rethinking. Disruptive Marketing challenges you to toss the linear plan, strip away conventions, and open your mind as it takes you on a provocative, fast-paced tour of our changing world, where you'll find that:• Selling is dead, but ongoing conversation thrives• Consumers generate the best content about brands• People tune out noise and listen to feelings• Curiosity leads the marketing team• Growth depends on merging analytics with boundless creativityPacked with trends, predictions, interviews with big-think marketers, and stories from a career spent pushing boundaries, Disruptive Marketing is the solution you've been looking for to boost your brand into new territory!

The hidden key to successful transformation in any organization lies between human intuition and data-driven insights. Named by Time as a top five marketing innovator, Rishad Tobaccowala draws on research and interviews, as well as over three decades of experience as a business and thought leader, to describe how digilog companies--ones where digital tools and analog people are integrated expertly--develop a hybrid consciousness and learn to be proactive when they see warning signs that human traits are being subordinated to technology and data only decisions. Restoring the Soul of Business provides practical tools and techniques that every organization can and should implement, and challenges readers to move forward with the kind of balance that catalyzes transformation and produces one great success after another. Understand how to unleash the significant benefit that can be realized by combining emotion and data, human and machine, analog and digital. Spot the warning signs of data-blinded companies: cold cultures with little human interaction, poor innovation stemming from stifled employees not encouraged to contribute ideas or insights, and poor customer service due to automated, robotic processes that cause frustration and hurt the brand. Explore how organizations of various sizes and from different industries, from Walmart and IBM to Starbucks and Domino's to Netflix and Google, have successfully reoriented their thinking on how to fuse technology and humanity. Gain skills to become an expert in connections critical to growth and success, including the connection between being creative and using technology, between succeeding today and thriving tomorrow, and between leveraging networks and creating new ideas and approaches. Everyone working in an organization will find penetrating observations and guidance about how and why establishing the proper balance between human intuition and creativity and data-driven insights can lead to increased revenue, profitability, retention--and even joy--in their careers and business. The world is moving towards universal connectivity at a dizzying rate; underpinning this complex system of incessant transaction, connection and digital experience is an infrastructure that generates a trail of data. This trail not only tells us about human behaviour, but provides vital insights into market dynamics, consumer behaviour, as well as the relationships we value and the culture we live in. Creativity and Data Marketing helps marketers access this data, find meaning in it and leverage it creatively to gain a competitive advantage. Creativity and Data Marketing addresses the need to analyse data creatively, and in particular how balancing tangible insights with creative market influence can maximise business innovation and results. The book clarifies where businesses can improve existing infrastructure, processes and activities, as well as finding new addressable markets ready to validate or rethink market demand. By identifying how and why a consumer interacts with touch points beyond paid media, for example forums, blog content, native advertising and word-of-mouth, Becky Wang presents a creativity and data blueprint on how businesses can make lucrative steps forward to innovate their products, services and communication strategies, laying the groundwork for long-term results. Online resources include bonus content covering analytics methods, evolving research, data platforms and more, and a creative brief template.

Philosophie und Wissenschaft im Zeitalter von Big Data

Connected Strategy

Sustainable Textile and Fashion Value Chains

Big Data para Executivos

Connecting Marketing, Sales and Customer Experience

How to Win in the Digital Age

The Practice of Qualitative Research

Humanizing Big DataMarketing at the Meeting of Data, Social Science and Consumer InsightKogan Page

The Practice of Qualitative Research guides readers step by step through the process of collecting, analyzing, designing, and interpreting qualitative research. Written by Sharlene Nagy Hesse-Biber in an engaging style, this student-centered text offers invaluable insights into the practice of qualitative research, with coverage of in-depth interviewing, focus groups, ethnography, case study, and mixed methods research. The Third Edition features even more integrated attention to online research and implications of social media throughout all methods chapters; updates on qualitative analysis software; and significantly expanded coverage of ethics.

Radically alter the impact of your advertising by changing your mindset Beyond Advertising offers concrete advice for actions to take and mindsets to adopt that will radically alter the impact of advertising—both for advertising professionals and target audiences. An ambitious book with insight from over 200 leading executives, innovators, and academics, this text paints a picture of what the future of advertising may look like by 2020. Most importantly, it provides concrete guidance regarding the changes you can make to your approach in order to thrive in an evolving industry, and explains what you can do differently now to create effective advertising across all consumer touchpoints.

Advertising relies upon the engagement of target audience members to be successful, and achieving this engagement is becoming both easier and more difficult as communication channels change to keep up with the latest technology. Retaining a dynamic, flexible approach to advertising—and understanding where to make changes to your methods—is the only way to stay relevant in such a quickly moving industry. Visualize the evolution of the advertising industry, and understand how it may change in the coming decade Avoid the mistake of failing to change your approach to advertising as the industry evolves Identify the concrete actions you can take right now to improve your results Discover the RAVES method of advertising Beyond Advertising is a forward-thinking text that every advertising professional needs to maintain a level of relevancy as the industry continues to evolve.